

# ARE YOU READY FOR A CRISIS?

## WHAT YOU NEED TO KNOW NOW TO PREPARE MANAGE, AND RECOVER FROM A CRISIS

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Edward Segal is a crisis management expert who has helped organizations respond to damaging allegations, issues, and situations involving sexual abuse and other criminal conduct, racially-related incidents, unfair business practices, the safety of the nation's blood supply, and more.

### What You Will Learn:

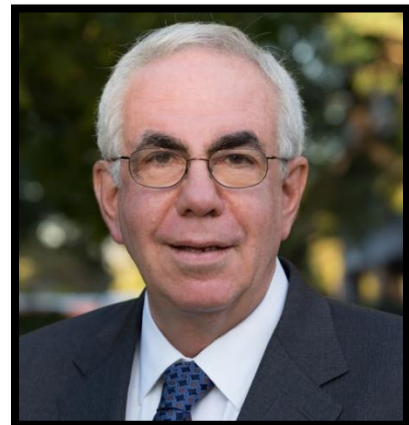
- Steps to take today to help prepare for, manage, and recover from any crisis
- Strategies, tactics, and techniques for dealing with disasters and corporate emergencies
- Lessons to be learned from the good, bad, and ugly ways others responded to their crisis

### Edward Segal's Background and Qualifications:

- Segal's advice is based on his experience as the CEO of two trade associations, journalist, PR consultant, spokesperson & presentation skills trainer for dozens of organizations.
- He is the former marketing strategies columnist for Wall Street Journal's startupjournal.com & author of *Getting Your 15 Minutes of Fame* (Wiley) & *Profit by Publicity* (iUniverse).
- Certified Assoc. Executive credential from the American Society of Association Executives

### He Has Provided PR Services to These and Other Organizations:

- National Association of REALTORS
- Marriott Corporation
- Consumer Technology Association
- Humana
- Ogilvy Public Relations
- Society of the Plastics Industry
- National Electrical Contractors Association
- Air Travelers Association
- National Center for Housing Management
- California Association of REALTORS®
- Stamps.com
- Federal and state government agencies



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